

LEO BURNETT U.S.A.

100 Madison Avenue

Ad No. 2039-C2 - (JAN87 MAY) - Reg. No. M96811 - Bismarck, 4 1/2 bladed - (5 5/8 x 7 3/4 inches)

Revised 11/87

Cable Outside, 1987

(604)

Get the flavor of these leading brands, but less tar.



Breakaway to Merit.



Breakaway to flavor.



SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Long May We
Smile
At A
New
Birth

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